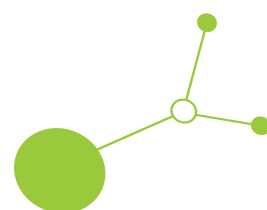


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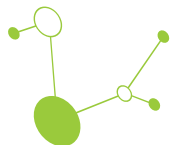


Final version
June 2026

CIREVALC CENTRAL EUROPEAN ACTION PLAN

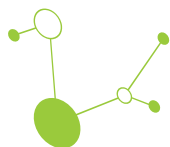
OUTPUT 3.2





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1. Introduction

1.1 Purpose of the Action Plan

The CIREVALC project aims at supporting the introduction and upscaling of circular economy models in the food, catering and packaging (FCP) sectors across Central Europe. Through community building, capacity development, pilot implementation and policy learning activities, the project has contributed to strengthening the conditions for circular transition in participating regions.

Building on the findings and recommendations of the **CIREVALC Strategy (Output 3.1)**, the present **CIREVALC Central European Action Plan** translates the identified strategic directions into a set of coordinated and realistic actions at transnational level. The Action Plan provides a practical framework for sustaining and further developing the results of the project beyond its implementation period, while supporting cooperation among stakeholders involved in the circular transition of the FCP sectors.

The proposed actions focus on strengthening knowledge exchange, capacity building, expert support, replication of successful solutions and policy dialogue. Together, they contribute to addressing common challenges faced by Central European stakeholders and support the wider uptake of circular economy approaches in the region.

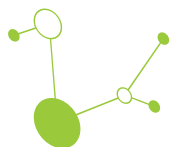
1.2 Relationship to the CIREVALC Strategy

The Action Plan is directly based on the **CIREVALC Strategy**, which identified key barriers, opportunities and development priorities related to circular economy transition in the FCP sectors.

The Strategy established five Strategic Directions:

- **SD1 - Circular business models and value chains**
- **SD2 - Financial and regulatory support**
- **SD3 - Capacity building and awareness raising**
- **SD4 - Infrastructure and technology**
- **SD5 - Interregional and cross-sectoral collaboration**

These strategic directions are further operationalised through ten strategic objectives (see next chapter) and form the basis for the joint actions proposed in this Action Plan.



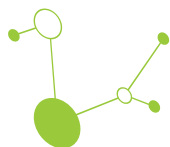
While the Strategy provides a long-term strategic framework, the Action Plan focuses on concrete implementation-oriented measures that can be initiated during the final phase of the project and further developed after project closure.

1.3 Scope and Timeframe

The Action Plan focuses on actions that can realistically contribute to the implementation of the CIREVALC Strategy at Central European level.

Some actions will be initiated during the final months of project implementation and are expected to achieve tangible progress before the project closure on 30 June 2026. Other actions are designed as longer-term initiatives requiring continued cooperation among project partners, associated strategic partners and external stakeholders mainly through the CIREVALC Network established by project partners and some of the associated partners and key stakeholders.

The implementation of the Action Plan is based on voluntary participation and cooperation among stakeholders sharing a common interest in advancing circular economy solutions in the food, catering and packaging sectors.



2. Strategic framework

2.1 Key Challenges Identified by the Strategy

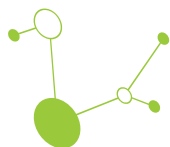
The development of circular economy models in the food, catering and packaging sectors is influenced by a number of interconnected challenges across Central Europe.

The CIREVALC Strategy identified several common barriers that continue to limit the adoption and scaling of circular solutions. These include insufficient awareness of circular economy opportunities, limited access to specialised expertise, lack of practical implementation skills among SMEs and other organisations, fragmented cooperation within value chains, and regulatory and financial barriers affecting investment decisions.

In addition, many organisations encounter difficulties in identifying suitable circular economy solutions, accessing innovation support and establishing cooperation with relevant stakeholders. The availability of practical examples, tested methodologies and support services also varies considerably across regions. Addressing these challenges requires coordinated action that combines knowledge sharing, capacity building, networking, expert support and policy learning. The joint actions proposed in this Action Plan are designed to contribute to these areas and support the implementation of the strategic directions identified by the Strategy.

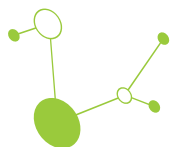
2.2 Strategic Directions and Objectives

The Action Plan contributes to the implementation of the following strategic directions and objectives defined in the CIREVALC Strategy.



CIREVALC Strategy

- | | |
|---|---|
| 1. Strengthening circular business models in FCP sectors | O1.1. Raise awareness and promote circular solutions
O1.2. Support SMEs in transitioning from linear to circular models |
| 2. Enhancing financial and regulatory support | O2.1. Develop targeted financial incentives
O2.2. Simplify and harmonise regulatory frameworks |
| 3. Capacity building, skills development and awareness raising | O3.1. Provide education, training and advisory services
O3.2. Strengthen knowledge sharing platforms and innovation hubs |
| 4. Infrastructure and technology development | O4.1. Upgrade circular infrastructure
O4.2. Foster research, development and innovation (RDI) |
| 5. Fostering interregional and cross sectoral collaboration | O5.1. Leverage transnational circular networks
O5.2. Promote cross sector partnerships |



3. Joint Actions

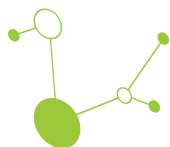
3.1 Overview of the Joint Actions

Based on the strategic directions and objectives identified in the CIREVALC Strategy, five joint actions have been defined to support the continued development and uptake of circular economy models in the food, catering and packaging sectors across Central Europe. The actions address common challenges identified by the Strategy and build on the knowledge, tools, networks and practical experience generated during project implementation.

The proposed actions combine short-term measures that can be initiated before the end of the project with longer-term activities supporting the sustainability and transferability of project results. Together, they aim to strengthen access to expertise, support capacity building, facilitate the transfer of circular solutions and promote policy learning at transnational level.

The overview of the proposed actions is presented in table below.

Action	Objective	Lead Actor(s)	Timeframe	Strategic Alignment
Action 1 - Operation and Development of the CIREVALC Expert Pool	Ensure continued access to specialised circular economy expertise and facilitate knowledge transfer across regions.	STRIA, supported by all CIREVALC partners	Initial implementation: April-June 2026; further development: 2026-2027	SD1, SD3
Action 2 - Central European Circular Economy Learning Series (CIREVALC LAB Continuation)	Strengthen circular economy knowledge, skills and awareness through continued transnational learning and exchange.	CIREVALC partners (rotating coordination) with support from associated strategic partners	Launch: June 2026; implementation: 2026-2028	SD1, SD3
Action 3 - Development of a Central European Knowledge Base of Circular Solutions	Support replication and scaling of circular solutions through the collection and dissemination of case studies, methodologies and good practices.	CIREVALC partners with contributions from SMEs, experts and associated partners	2026-2027	SD1, SD4, SD5
Action 4 - Pilot Replication Support for New Organisations and Regions	Facilitate the uptake of the CIREVALC Accelerator and related circular solutions beyond the project partnership.	CIREVALC Network and interested project partners	Start: 2026; ongoing	SD1, SD4, SD5



Action	Objective	Lead Actor(s)	Timeframe	Strategic Alignment
Action 5 - Permanent Policy Dialogue and Recommendations for Circular Transition	Improve framework conditions for circular economy in the FCP sectors through policy dialogue, stakeholder engagement and evidence-based recommendations.	iFood Cluster (ASP) with support from CIREVALC partners and relevant public authorities	Start: ongoing 2026;	SD2, SD5

The five actions were selected based on their relevance to the strategic directions of the CIREVALC Strategy, their feasibility at transnational level and their potential to ensure the sustainability and further development of project results beyond the implementation period. Together, they address capacity building, access to expertise, knowledge transfer, innovation uptake and policy learning, while promoting continued cooperation among stakeholders in the food, catering and packaging sectors across Central Europe.

3.2 Action 1 - Operation and Development of the CIREVALC Expert Pool

Objective

To ensure continued access to specialised circular economy expertise for organisations operating in the food, catering and packaging sectors and to facilitate knowledge transfer across regions.

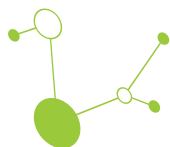
Rationale

One of the key findings of the CIREVALC pilot activities was that many organisations, particularly SMEs, local communities and civil society organisations, face difficulties in identifying and accessing the expertise required to support their circular transition. Throughout the implementation of the CIREVALC Accelerator, a broad pool of experts was mobilised covering areas such as circular business models, waste prevention, packaging solutions, material flow analysis, financing opportunities and regulatory requirements.

The continuation and further development of this expert network represents an important opportunity to retain knowledge generated during the project and make it available to a wider range of stakeholders beyond the original pilot participants.

Key Activities

- Consolidation and maintenance of the expert pool established during the project;
- Classification of experts according to thematic areas and fields of expertise;
- Integration of expert profiles into the CIREVALC platform;



- Facilitation of expert matchmaking and referrals upon request;
- Continuous update of expert information and areas of competence.

Responsible Actors

Lead: STRIA

Support: All CIREVALC partners through identification and nomination of experts.

Timeframe

Initial implementation phase: April-June 2026.

Further development and maintenance: 2026-2027.

Expected Results

- Operational transnational expert pool;
- Improved access to specialised expertise;
- Increased opportunities for cooperation and knowledge transfer;
- Continued use of expertise generated during project implementation.

Strategic Alignment

SD1 - Circular business models and value chains

SD3 - Capacity building and awareness raising

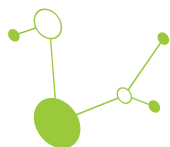
3.3 Action 2 - Central European Circular Economy Learning Series (CIREVALC LAB Continuation)

Objective

To strengthen circular economy knowledge, skills and awareness among organisations operating in the food, catering and packaging sectors through continued transnational learning, exchange of experience and dissemination of practical solutions.

Rationale

The implementation of the CIREVALC project demonstrated that many organisations interested in circular transition face similar challenges regardless of their regional location. These challenges include limited access to specialised knowledge, difficulties in identifying suitable circular economy solutions and insufficient opportunities for exchanging practical experiences with peers facing comparable situations.



Throughout the project, workshops, training activities and mutual learning events played an important role in building capacities among participating organisations and stakeholders. In addition, the CIREVALC LAB concept was developed as a mechanism for facilitating transnational knowledge exchange and discussion on circular economy topics relevant to the food, catering and packaging sectors.

Maintaining and further developing this learning framework after project closure provides an opportunity to continue the exchange of practical experiences, disseminate newly emerging solutions and support stakeholders in responding to evolving regulatory, technological and market developments. It also contributes to keeping the community established during the project active and connected.

Key Activities

- Launch of the third edition of the CIREVALC LAB as an initial implementation step;
- Development of a Central European learning series building on the CIREVALC LAB concept;
- Organisation of webinars, online workshops and thematic knowledge-sharing events;
- Presentation of circular economy case studies, pilot experiences and good practices;
- Exchange of experiences among SMEs, experts, public authorities and support organisations;
- Dissemination of information on emerging circular economy trends, technologies, policy developments and funding opportunities;
- Promotion of cross-regional networking and cooperation among participants.

Responsible Actors

Lead: CIREVALC project partners through rotating coordination of events and thematic sessions.

Support: Associated Partners, business support organisations, clusters, chambers of commerce, NGOs, public authorities and external experts.

Timeframe

Initial implementation phase: June 2026 through the organisation of CIREVALC LAB 3.

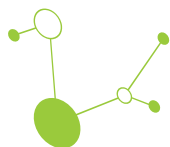
Continuation and further development: 2026-2028.

Expected Results

- Continued operation of a transnational learning and knowledge-sharing mechanism;
- Increased awareness of circular economy opportunities and challenges;
- Improved access to practical knowledge and good practices;
- Strengthened cooperation among stakeholders from different regions and sectors;
- Increased visibility and utilisation of project results beyond the implementation period.

Strategic Alignment

SD1 - Circular Business Models and Value Chains



The action supports the dissemination of practical knowledge related to circular business models and value chain cooperation.

SD3 - Capacity Building and Awareness Raising

The action directly contributes to strengthening skills, knowledge and awareness among organisations involved in circular transition.

3.4 Action 3 - Development of a Central European Knowledge Base of Circular Solutions

Objective

To support the replication, transfer and scaling of circular economy solutions in the food, catering and packaging sectors by establishing a structured repository of practical knowledge, methodologies, tools and good practices accessible to stakeholders across Central Europe.

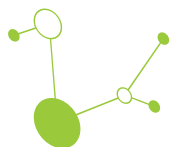
Rationale

One of the key findings of the CIREVALC project is that many organisations interested in circular transition face similar challenges but often lack access to practical examples demonstrating how circular economy solutions can be implemented in real-life conditions. While numerous successful initiatives exist across Central Europe and beyond, knowledge about these solutions is frequently fragmented, difficult to access or limited to specific regions and networks.

The implementation of the CIREVALC Accelerator generated a significant body of practical experience, including pilot activities, business support methodologies, expert knowledge, case studies and lessons learned. In addition, participating organisations developed and tested a range of circular solutions addressing food waste prevention, packaging optimisation, resource efficiency, cooperation within value chains and community-based circular initiatives.

A Central European knowledge base can help consolidate these results and make them accessible to a broader audience. By facilitating access to tested solutions and practical experiences, the knowledge base can support organisations seeking to implement circular economy measures while reducing the need to duplicate existing efforts.

To maximise the visibility, transferability and long-term use of project results, the CIREVALC Knowledge Base should also seek synergies with existing European knowledge platforms where appropriate. In particular, cooperation with the B2GreenHub platform offers opportunities for mutual knowledge exchange by making selected CIREVALC methodologies, case studies and good practices accessible to a wider community while also enabling relevant solutions, tools and practices available through B2GreenHub to be



referenced and promoted within the CIREVALC Knowledge Base. Such cooperation can complement the CIREVALC Knowledge Base as the project's dedicated repository of circular economy knowledge.

The action also contributes to strengthening innovation diffusion and knowledge transfer across regions, thereby supporting wider uptake of circular solutions and approaches.

Key Activities

- Collection and systematisation of pilot results generated during the CIREVALC project;
- Compilation of case studies illustrating successful circular economy solutions;
- Documentation of methodologies, tools and approaches applied during accelerator implementation;
- Collection of good practices from outside the CIREVALC partnership where relevant;
- Establishment of cooperation with relevant European knowledge platforms, including B2GreenHub, to facilitate mutual exchange, dissemination and promotion of circular economy knowledge and good practices;
- Publication and maintenance of knowledge resources through the CIREVALC platform, while facilitating the exchange and cross-promotion of relevant knowledge with complementary European platforms, including B2GreenHub;
- Regular updating of content to incorporate new experiences and emerging solutions.

Responsible Actors

Lead: CIREVALC project partners.

Support: Participating organisations, experts, Associated Strategic Partners, business support organisations and external contributors.

Timeframe

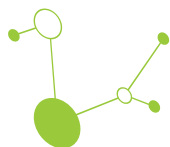
Preparation and initial content development: 2026.

Further expansion and maintenance: 2026-2027.

Expected Results

- Operational Central European knowledge base on circular economy solutions;
- Improved access to practical implementation knowledge;
- Increased visibility of successful circular economy initiatives;
- Enhanced transferability of project results;
- Enhanced visibility and transferability of CIREVALC results through cooperation with complementary European knowledge platforms
- Support for organisations seeking to introduce or upscale circular economy models.

Strategic Alignment



SD1 - Circular Business Models and Value Chains

The action supports the dissemination of business models, organisational approaches and cooperation mechanisms that contribute to circular value chains.

SD4 - Infrastructure and Technology

The action promotes the dissemination of innovative solutions, technologies and practical experiences that can support circular economy implementation and innovation uptake.

SD5 - Interregional and Cross-Sectoral Collaboration

The action facilitates knowledge transfer across regions and sectors and contributes to the wider sharing of experiences and good practices.

3.5 Action 4 - Pilot Replication Support for New Organisations and Regions

Objective

To facilitate the uptake and adaptation of the CIREVALC Accelerator and related circular economy solutions by organisations and regions beyond the original project partnership.

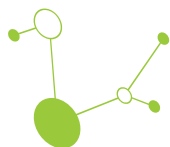
Rationale

One of the principal ambitions of the CIREVALC project has been the development of a support mechanism that can be applied not only within the participating regions but also by external organisations interested in promoting circular economy solutions in the food, catering and packaging sectors. The implementation of pilot activities demonstrated that the Accelerator methodology can be adapted to different regional contexts, organisational capacities and stakeholder needs.

At the same time, the pilot experience also confirmed that organisations seeking to establish similar support mechanisms often require practical guidance during the initial stages of implementation. Challenges may include defining the scope of activities, identifying suitable experts, engaging participants, selecting appropriate service formats and adapting the methodology to local conditions.

The CIREVALC Blueprint (D3.1.1) provides a structured implementation manual addressing many of these challenges. The Standardised Financial Plan for a Circular Community Accelerator (D3.1.2) gives a handy tool on what type of costs and revenues could be considered when launching a circular accelerator. Combined with the expertise accumulated through the project and the resources available through the CIREVALC platform, this creates a solid foundation for supporting replication efforts beyond the project partnership.

By facilitating the transfer of knowledge, methodologies and practical experiences, this action contributes to the wider dissemination of circular economy approaches and strengthens the long-term impact of the project.



Key Activities

- Promotion of the CIREVALC Accelerator and related methodologies among external stakeholders;
- Provision of introductory guidance for organisations interested in applying the Accelerator approach;
- Dissemination of the Blueprint and supporting implementation materials;
- Facilitation of contacts with experts and organisations that participated in the original pilot activities;
- Sharing of practical experiences, lessons learned and implementation recommendations;
- Promotion of demonstration cases and tested circular economy solutions;
- Facilitation of cooperation between organisations, experts, technology providers and research actors where relevant;
- Support for the adaptation of the Accelerator methodology to different regional contexts and organisational needs.

Responsible Actors

Lead: CIREVALC Network and interested project partners.

Support: Associated Partners, experts participating in the CIREVALC expert pool, business support organisations, clusters and other interested stakeholders.

Timeframe

Preparation phase: 2026.

Implementation and continuation: from 2026 onwards.

Expected Results

- Increased uptake of the CIREVALC Accelerator methodology;
- Replication of selected project approaches and solutions in new regions and organisations;
- Enhanced transferability of project results;
- Strengthened cooperation among organisations interested in circular transition;
- Increased visibility and utilisation of the Blueprint and associated support tools.

Strategic Alignment

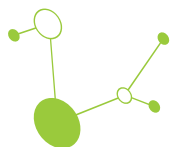
SD1 - Circular Business Models and Value Chains

The action supports the wider application of circular business models and methodologies developed and tested during the project.

SD4 - Infrastructure and Technology

The action promotes the transfer of innovative solutions, pilot experiences, technologies and practical know-how, supporting the adoption and testing of circular economy approaches by new organisations.

SD5 - Interregional and Cross-Sectoral Collaboration



The action facilitates cooperation among organisations from different regions and sectors and contributes to the transfer of knowledge and practical experience beyond the original partnership.

3.6 Action 5 - Permanent Policy Dialogue and Recommendations for Circular Transition

Objective

To improve framework conditions for the introduction and upscaling of circular economy models in the food, catering and packaging sectors through continuous policy dialogue, stakeholder engagement and the development of evidence-based recommendations at regional, national and Central European levels.

Rationale

The implementation of the CIREVALC project demonstrated that many barriers to circular transition cannot be addressed solely at the level of individual organisations. While businesses, NGOs, local communities and support organisations can initiate and implement circular solutions, their success is often influenced by wider regulatory, financial and institutional conditions.

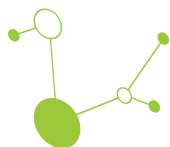
The CIREVALC Strategy identified several challenges related to access to financing, regulatory complexity, administrative burdens and the limited availability of support mechanisms tailored to circular economy initiatives. At the same time, the pilot activities generated valuable practical experience regarding the opportunities and obstacles encountered by organisations seeking to implement circular solutions.

To ensure that these experiences contribute to future policy development, a structured mechanism is needed to facilitate dialogue between practitioners, support organisations, public authorities and policy makers. Rather than producing a one-off set of recommendations, this action aims to establish a continuous process through which lessons learned, emerging challenges and good practices can be discussed and communicated to relevant decision-makers.

By maintaining an active policy dialogue, the action contributes to strengthening the enabling environment for circular transition and supports the long-term implementation of the strategic directions defined by the CIREVALC Strategy.

Key Activities

- Consolidation of lessons learned from pilot implementation, regional action plans and stakeholder feedback;
- Identification of regulatory, financial and operational barriers affecting circular economy initiatives in the food, catering and packaging sectors;



- Preparation and periodic updating of policy recommendations and position papers;
- Organisation of policy dialogue events, roundtables and stakeholder consultations;
- Engagement of public authorities, policy makers, business support organisations, sector representatives and civil society organisations;
- Dissemination of recommendations and proposals to relevant regional, national and European stakeholders;
- Monitoring of policy developments relevant to circular economy and circular transition;
- Promotion of cooperation between practitioners and policy actors to support evidence-based policy development.

Responsible Actors

Lead: iFood Cluster (Associated Partner)

Support: CIREVALC project partners, KÖVET Association for Sustainable Economies, regional authorities, chambers of commerce, business support organisations and other interested stakeholders.

Timeframe

Preparation and initiation phase: 2026.

Implementation and continuation: from 2026 onwards.

Expected Results

- Establishment of a permanent policy dialogue mechanism focused on circular economy in the food, catering and packaging sectors;
- Increased interaction between practitioners and policy makers;
- Improved visibility of barriers and opportunities identified through project implementation;
- Development and dissemination of evidence-based policy recommendations;
- Contribution to the gradual improvement of support conditions for circular transition across Central Europe.

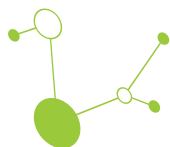
Strategic Alignment

SD2 - Financial and Regulatory Support

The action directly contributes to the improvement of framework conditions affecting circular economy implementation through dialogue, recommendations and stakeholder engagement.

SD5 - Interregional and Cross-Sectoral Collaboration

The action promotes cooperation among stakeholders from different sectors and countries and facilitates the exchange of experiences and perspectives relevant to policy development.



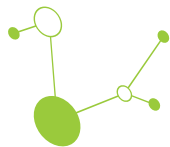
4. Implementation and governance

The implementation of the Central Europe Action Plan relies on the voluntary cooperation of project partners, Associated Partners and other stakeholders interested in supporting circular transition in the food, catering and packaging sectors.

The proposed actions do not establish legally binding commitments for participating organisations. Instead, they provide a flexible framework for cooperation and joint initiatives that can be adapted to evolving needs, resources and opportunities. Different actions may involve different groups of stakeholders and may progress at varying speeds depending on the level of interest, available capacities and external circumstances.

Several actions are designed to build directly on structures and resources established during the CIREVALC project, including the CIREVALC platform, the expert pool, the learning activities developed under the CIREVALC LAB concept and the methodologies consolidated through the CIREVALC Accelerator and Blueprint. The implementation of the Action Plan will be further supported through the **CIREVALC Accelerator Network**, which provides a framework for continued cooperation among organisations interested in promoting circular economy solutions and supporting the transfer and uptake of project results. In addition, the implementation of selected actions may benefit from future project initiatives, external funding opportunities and cooperation with organisations operating at regional, national and European levels.

The Action Plan should be considered a living framework that can be further developed and adjusted in response to emerging challenges, policy developments and new opportunities related to circular economy transition.



5. Conclusions

The CIREVALC Central Europe Action Plan translates the strategic directions identified by the CIREVALC Strategy into a set of practical and coordinated actions aimed at supporting the continued development of circular economy solutions in the food, catering and packaging sectors.

The proposed actions address key challenges identified during project implementation and focus on areas where transnational cooperation can generate added value. By combining expert support, capacity building, knowledge transfer, replication of successful approaches and policy dialogue, the Action Plan contributes to strengthening the conditions for circular transition across Central Europe.

Importantly, the actions build on structures, knowledge and networks already established through the CIREVALC project, ensuring continuity beyond project closure while avoiding the creation of unnecessary new mechanisms. Several actions will already be initiated during the final phase of project implementation, providing a solid foundation for their continuation in the coming years.

Through the implementation of these actions, project partners, associated partners and key stakeholders can continue to support the uptake and scaling of circular economy models, foster cooperation among regional actors and contribute to the long-term objectives of a more resource-efficient, resilient and circular economy in Central Europe.